

RESULT

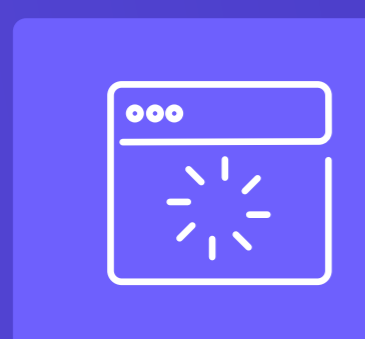
Keeping Up Without Cookies: What's Next for Customer Engagement?



Cookies, central to audience tracking, are set to exit the stage. Consumers are increasingly demanding greater privacy, and a growing number of regulations have emerged in response.

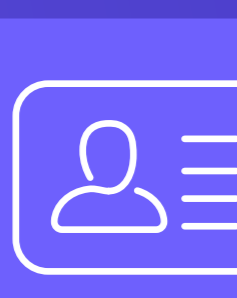
Moreover, the main browser providers are following their steps. Google plans on phasing out third-party tracking cookies, while Safari and Firefox have introduced various blocks and/or limitations on them.

So, what have cookies been enabling?



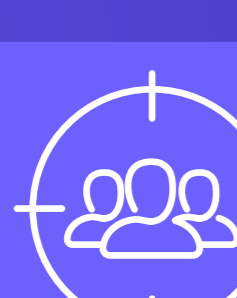
1

Customer experience personalization



2

Page load facilitation



3

Temporary storage of login credentials



4

Ad retargeting and behavioral ad targeting



5

Web analytics and digital behavior tracking

These developments will push brands to explore new solutions and reconfigure their digital models in place of cookies.

Because the challenges are apparent.

01

Less precision in the measurement and attribution of marketing interactions

02

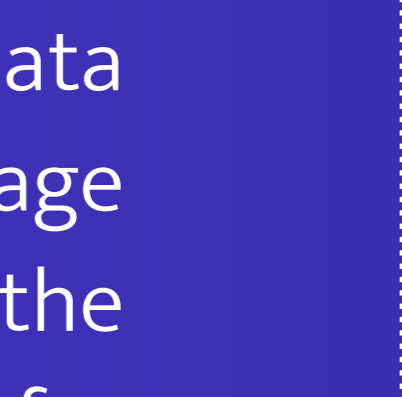
Less ability to continuously personalize customer experiences across channels and touch points in a seamless way

03

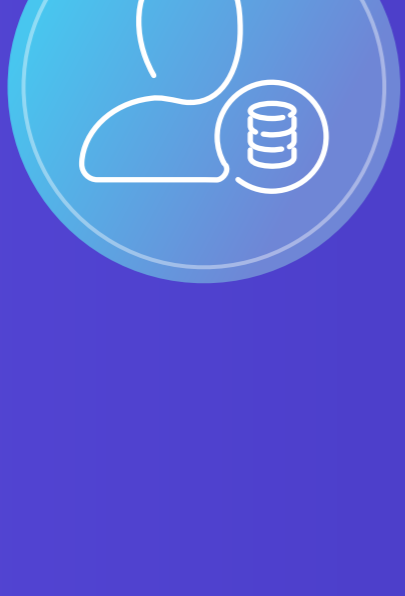
Less likelihood to cultivate a singular, persistent profile of the omnichannel customer

What are the alternatives?

Shift to other tracking tools, such as device fingerprinting, which are relatively less subject to issues like consumer deletion faced by cookies



Invest in a customer data platform to better leverage first-party data and provide the foundational capabilities for robust audience identity management, profile augmentation, and targeted engagement

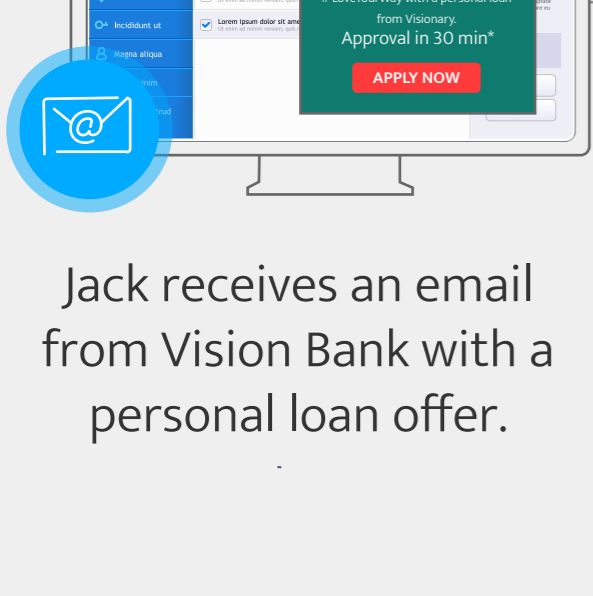


Adopt technologies that can facilitate the continuous tracking, identification, contextualization, and attribution of individual customer journeys across touch points

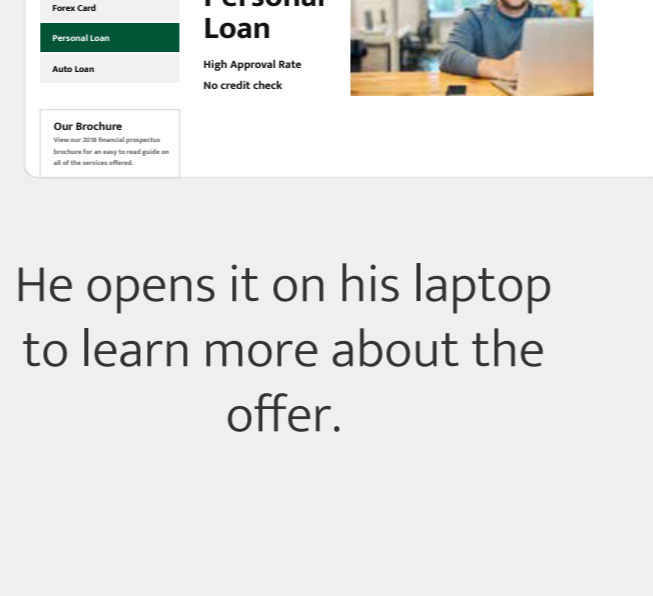


Contextualizing the audience journeys

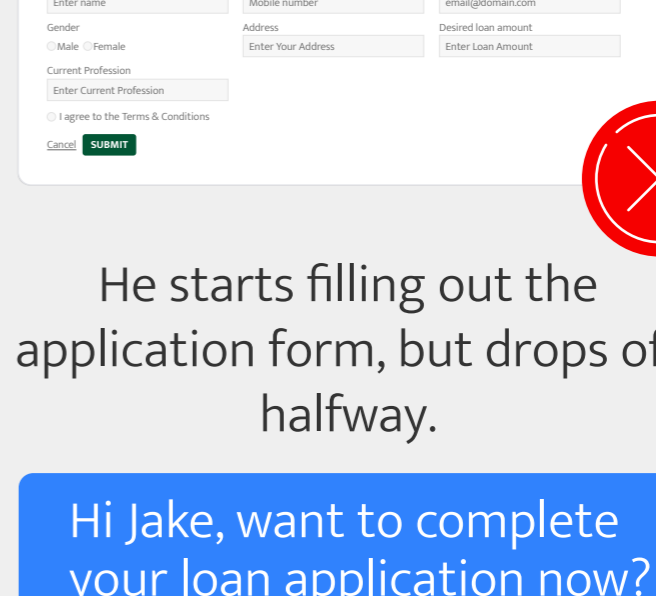
With cookies: Continuous journey on a single channel



Jack receives an email from Vision Bank with a personal loan offer.

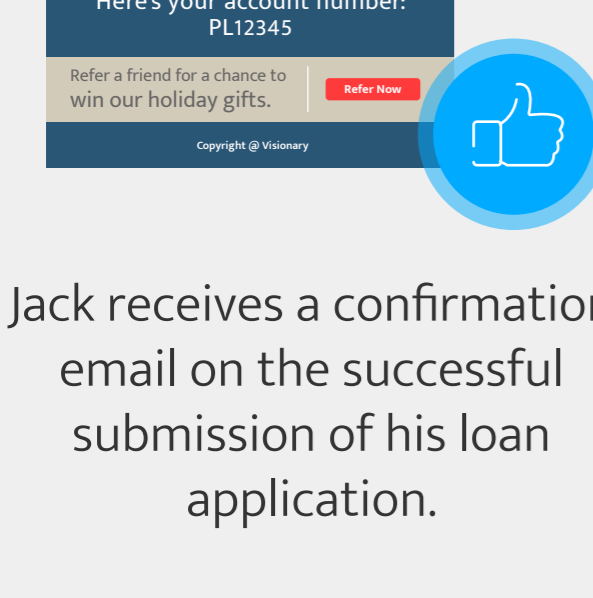


He opens it on his laptop to learn more about the offer.

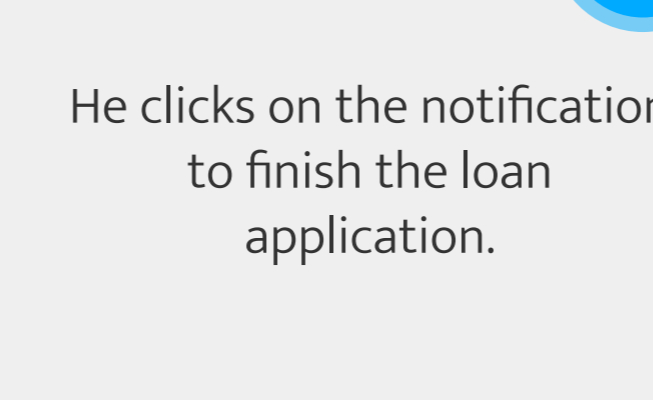


He starts filling out the application form, but drops off halfway.

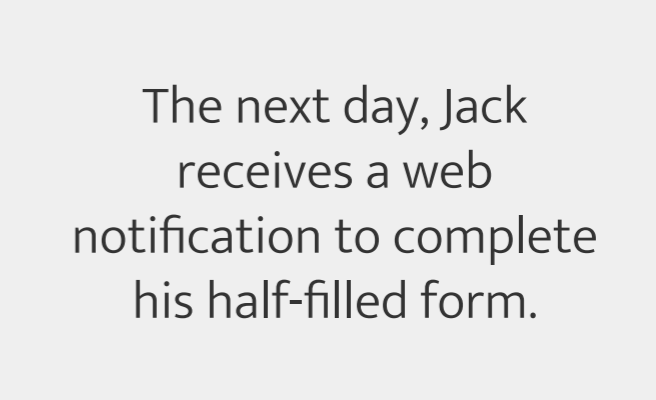
Hi Jake, want to complete your loan application now? [Click Here >>](#)



Jack receives a confirmation email on the successful submission of his loan application.

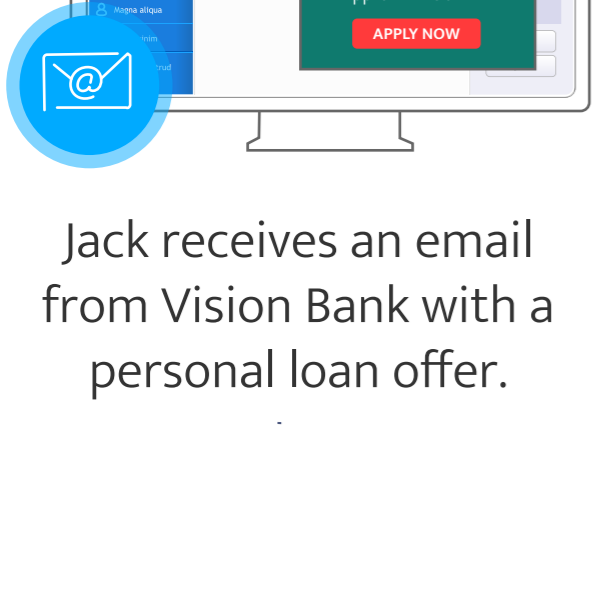


He clicks on the notification to finish the loan application.

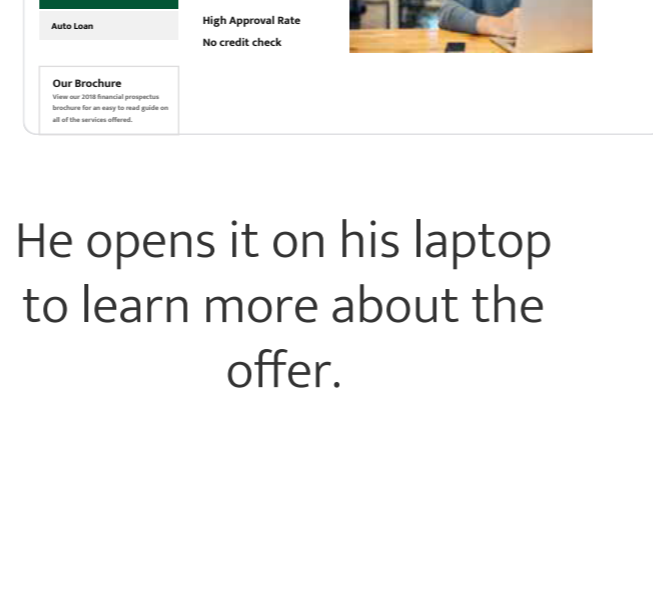


The next day, Jack receives a web notification to complete his half-filled form.

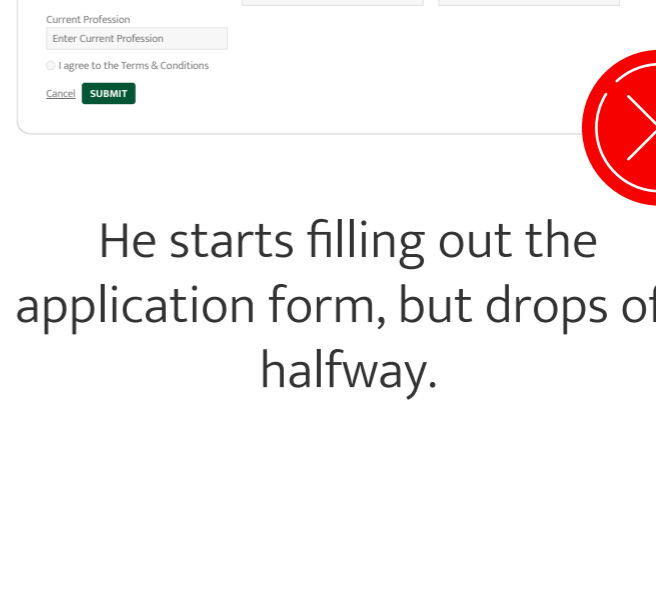
Without cookies: Ensuring seamless interactions across channels



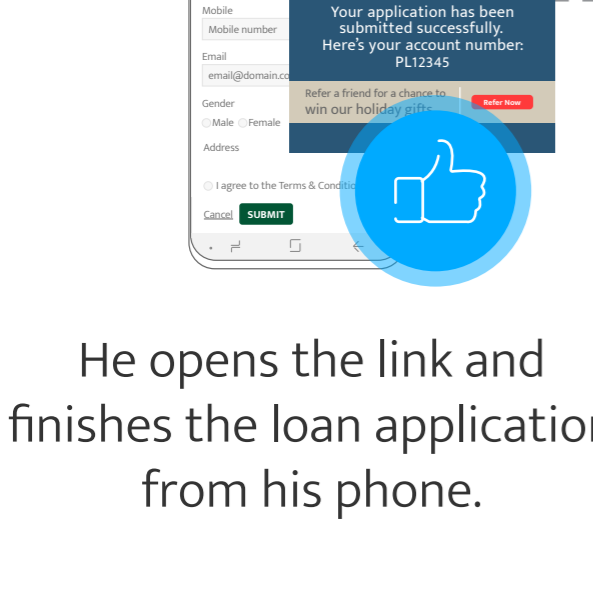
Jack receives an email from Vision Bank with a personal loan offer.



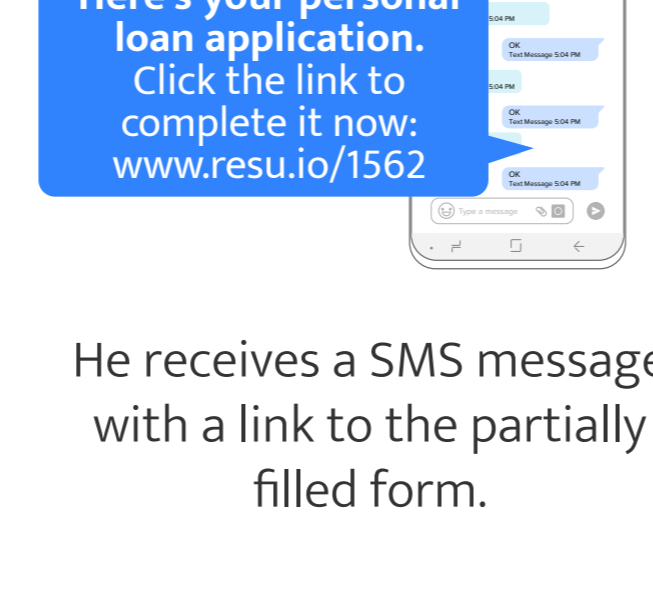
He opens it on his laptop to learn more about the offer.



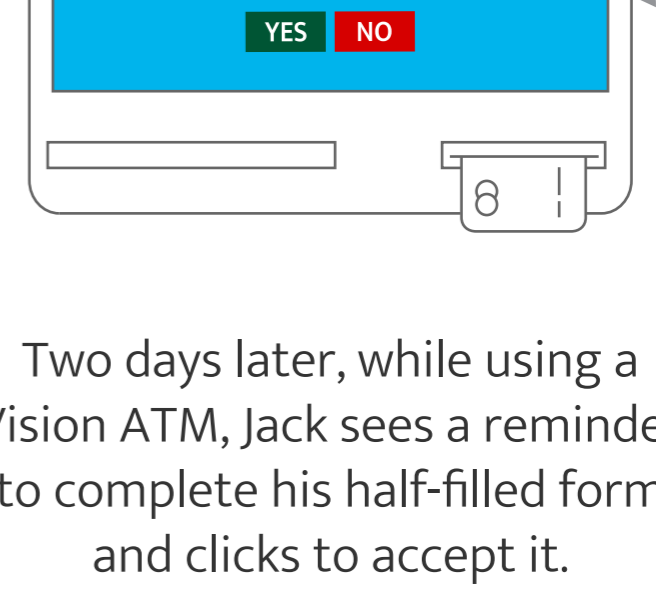
He starts filling out the application form, but drops off halfway.



He opens the loan and finishes the loan application from his phone.



He receives a SMS message with a link to the partially filled form.



Two days later, while using a Vision ATM, Jack sees a reminder to complete his half-filled form and clicks to accept it.

Learn what Resulticks can do for your brand.

REQUEST A MEETING

